

<i>SERFF Tracking Number:</i>	<i>UHLC-126125283</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>42205</i>
<i>Company Tracking Number:</i>	<i>LA19882 (3/09)</i>		
<i>TOI:</i>	<i>MS05G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS05G.001 Plan A</i>
	<i>Plans</i>		
<i>Product Name:</i>	<i>MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>AGENT LEAD GEN:No Surprises /LA19882 (3/09)</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126125283 State: ArkansasLH

TOI: MS05G Group Medicare Supplement - Standard Plans SERFF Status: Closed State Tr Num: 42205

Sub-TOI: MS05G.001 Plan A Co Tr Num: LA19882 (3/09) State Status: Filed-Closed

Filing Type: Advertisement Co Status: Reviewer(s): Stephanie Fowler

Author: Bobbie Walton Disposition Date: 05/04/2009

Date Submitted: 04/22/2009 Disposition Status: Filed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: AGENT LEAD GEN:No Surprises

Project Number: LA19882 (3/09)

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 05/04/2009

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Explanation for Other Group Market Type:

State Status Changed: 05/04/2009

Corresponding Filing Tracking Number:

Deemer Date:

Filing Description:

We enclose for your information and review, proof copies of advertising material for use in connection with the AARP group health insurance program. This advertising material is new and does not replace any material previously submitted to the Department.

The definitions, disclosures, eligibility requirements, exclusions, limitations, Group Policy Form No. GRP 79171 GPS-1, as well as, the statement, "...not connected with, or endorsed by, the U.S. Government or the federal Medicare

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program," can be found in BA8982 DIS AR (02/06) which was approved by your Department on March 20, 2006.

Members who enroll in the AARP Medicare Supplement Plans will be issued certificates with Certificate Form Nos. MSA 1959, et al which were approved by your Department on September 1, 2005.

The attached list of enclosures indicates the contents of each package including the form number, and title of each item.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan_J_Cipollo@uhc.com.

MEDICARE SUPPLEMENT
AGENT LEAD GEN: No Surprises
2009

LA19882 (3/09) LETTER
LA19885 (3/09)
AS702 (2/09) PRINT AD
AS714 (3/09) PRINT AD
CA1864 (2/09) SELF MAILER

METHOD OF MARKETING FOR ABOVE MENTIONED COMPONENTS:

LA19882 (3/09) - DIRECT MAIL
LA1885 (3/09) - EMAIL
AS702 (2/09) - POSTED AT COMMUNITY CENTERS AND/OR SENT THROUGH THE MAIL TO
MEDICARE BENEFICIARIES
AS714 (3/09) - SMALL AD WILL BE PLACED BY LICENSED AGENTS IN LOCAL NEWSPAPERS

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CA1864 (2/09) - DIRECT MAIL

BA8982 DIS AR (02/06) WRAP*
CV463 COVER PAGE**
FA528 – FA529, FA572 – FA581 OUTLINE OF COVERAGE***
A10103UIMMST01 02A, et al ENROLLMENT APPLICATIONS****

*THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 3/20/06 UNDER FILE NUMBER BA8982 DIS AR (02/06) AND YOUR DEPARTMENT FILE NUMBER 30566.

**THESE COMPONENTS WERE APPROVED BY THE DEPARTMENT ON 9/1/05 UNDER FILE NUMBER MSA 1959.

*** THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 9/5/07 UNDER FILE NUMBER CV463.

**** THIS COMPONENT WAS APPROVED BY THE DEPARTMENT ON 9/22/05 UNDER FILE NUMBER A10103UIMMST01 01A.

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. (215) 902-8444 [Phone]
Horsham, PA 19044 (215) 902-8813[FAX]

Filing Company Information

UnitedHealthcare Insurance Company	CoCode: 79413	State of Domicile: Connecticut
450 Columbus Boulevard	Group Code: 707	Company Type: Life and Health
PO Box 150450		
Hartford, CT 06115-0450	Group Name:	State ID Number:
(860) 702-5000 ext. [Phone]	FEIN Number: 36-2739571	

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Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation: \$25 PER COMPONENT - 5 COMPONENTS = #125
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$125.00	04/22/2009	27354157

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	05/04/2009	05/04/2009

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Disposition

Disposition Date: 05/04/2009

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Item Type	Item Name	Item Status	Public Access
Form	LETTER	Filed	Yes
Form	EMIAL/LETTER	Filed	Yes
Form	ADVERTISEMENT/FLYER	Filed	Yes
Form	ADVERTISEMENT	Filed	Yes
Form	SELF MAILER	Filed	Yes

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Form Schedule

Lead Form Number: LA19882 (3/09)

Review Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed	LA19882 (3/09)	Advertising	LETTER	Initial		45	LA19882 (3 09)_letter.pdf
Filed	LA19885 (3/09)	Advertising	EMIAL/LETTER	Initial		45	LA19885 (3 09)_email.pdf
Filed	AS702 (2/09)	Advertising	ADVERTISEMENT/F LYER	Initial		45	AS702 (2 09).pdf
Filed	AS714 (3/09)	Advertising	ADVERTISEMENT	Initial		45	AS714 (3 09).pdf
Filed	CA1864 (2/09)	Advertising	SELF MAILER	Initial		45	CA1864 (2 09).pdf

Here's one way to help you be better prepared for unexpected medical costs.



Medicare Supplement Plans
insured by UnitedHealthcare
Insurance Company

Dear Friend,

You can't plan for unexpected medical costs. But you can take measures to help you be better prepared — like having a Medicare supplement insurance plan.

Millions of AARP members have chosen an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company.¹ These plans (and all Medicare supplement insurance plans) help pay for some of the out-of-pocket expenses not paid by Medicare. One of them could fit your needs.

AARP Medicare Supplement Insurance plans feature:

- Competitive rates
- Excellent service¹
- A wide variety of plans to meet your needs

And like all Medicare supplement insurance plans, they give you the freedom to choose any doctor who accepts Medicare. I can help you get the information you need to decide if an AARP Medicare Supplement Insurance Plan is a good fit for you.

Are you prepared? Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]
[Location]
[Address]
[City], [ZIP]

[Date], [Time]
[Location]
[Address]
[City], [ZIP]

Part D prescription drug plans may be discussed.

Sincerely,

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]
[agent@email.com]
[optional - Agent Address]

A UnitedHealthcare® Medicare Solution

¹ Based on internal 2009 company data. <http://www.aarphealthcare.com/statistics>.

UnitedHealthcare Insurance Company pays a fee to AARP and its affiliate for use of the AARP trademark and other services. Amounts paid are used for the general purposes of AARP and its members.

AARP contracts with insurers to make coverage available to AARP members. Neither AARP nor its affiliate is the insurer. AARP Medicare Supplement Insurance Plans are insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY, for New York residents). **Not connected with or endorsed by the U.S. Government or the federal Medicare program.** Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. **This is a solicitation of insurance. An agent may contact you.** Call to receive complete information, including benefits, costs, eligibility requirements, exclusions, and limitations.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, representatives, or advisors. AARP does not make health plan recommendations for individuals. You are strongly encouraged to evaluate your needs before choosing a health plan.
LA19882 (3/09)

You can't plan for unexpected medical costs. But having a supplemental health insurance plan may help you be better prepared.

Find out if the only Medicare supplement insurance plan with the AARP® name meets your needs.

Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company. Plans feature:

- Competitive rates
- Excellent service¹
- A wide variety of plans to meet your needs

And, like all Medicare supplement plans, they:

- Provide benefits to help cover some of the out-of-pocket costs not paid by Medicare
- Give you the freedom to choose any doctor who accepts Medicare

**Are you prepared? Contact me today for information to help you decide
if an AARP Medicare Supplement Insurance Plan meets your needs.**

Part D prescription drug plans may be discussed.

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]

[agentname@e-mail.com]

[For more information, visit]
[Agent Website]



An AARP Medicare Supplement
Insurance Plan could be the right
choice for you.



Medicare Supplement Plans
insured by **UnitedHealthcare
Insurance Company**

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LA19885 (3/09)

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And, like all Medicare supplement plans, AARP Medicare Supplement Plans:

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**Are you prepared? Call today for more information
[or join me at a seminar to explore your options].**

[Date], [Time]

[Location]

[Address]

[City], [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [ZIP]

Part D prescription drug plans may be discussed.

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]

[agent@email.com]

[Optional - Agent Address]



An AARP® Medicare Supplement Insurance Plan could be the right choice for you.



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

A UnitedHealthcare® Medicare Solution

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Medicare Supplement Plans

insured by **UnitedHealthcare Insurance Company**

You can't plan for the unexpected.

But Medicare supplement insurance could help you prepare.

- Competitive rates
- Excellent service¹
- Choose any doctor who accepts Medicare

Call today for more information [or to find out about seminars in your area].

<Agent Name>

<1-XXX-XXX-XXXX>

Licensed Insurance Agent

Contracted with UnitedHealthcare

A UnitedHealthcare® Medicare Solution

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AS714 (3/09)

<Agent Address>
<City>, <ST> <ZIP>

Get helpful information to better understand your options.

<Recipient Name>
<Recipient Address>
<Recipient City>, <State> <Zip>

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

CA1864 (2/09)

A

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medical costs.**

**But having a supplemental
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AARP® | Medicare Supplement Plans
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Find out if the only Medicare supplement insurance plan with the AARP® name meets your needs.

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- A wide variety of plans to meet your needs

And, like all Medicare supplement plans, AARP Medicare Supplement Insurance Plans also:

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- Give you the freedom to choose any doctor who accepts Medicare

**Are you prepared? Call today for more information
[or join me at a seminar to explore your options].**

[Date], [Time]

[Location]

[Address]

[City], [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [ZIP]

Part D prescription drug plans may be discussed.

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]

[agent@email.com]

[optional - agent address]



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CA1864 (2/09)

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